

ABSTRACT

This study aims to analyze the characteristics of User Generated Content (UGC), forms of User Engagement, and the role of the relationship between UGC and User Engagement in supporting a community-based digital business model on Wattpad, particularly within the Trending Stories category. This study employed a descriptive qualitative approach using non-participant observation through a netnographic approach. The research objects consisted of three popular Wattpad stories, namely A dan Z, Mariposa, and Ghea. Data were collected through observation and documentation of story content and publication characteristics, user comments, reads, votes, and other user activities. The data were organized and coded with the assistance of NVivo and subsequently interpreted through qualitative analysis involving data reduction, data display, and conclusion drawing and verification. The findings indicate that UGC characteristics in Wattpad Trending Stories are reflected in characters and characterization, originality, creativity, conflict, plot, language style, and consistency of story updates. User Engagement was identified through three dimensions: Emotional Engagement, Cognitive Engagement, and Behavioral Engagement. The coding results show that Emotional Engagement was the most frequently identified pattern with 61 references, followed by Cognitive Engagement with 28 references and Behavioral Engagement with 10 references. The relationship between UGC and User Engagement indicates that user-generated stories serve as a source of reader involvement and interaction. These interactions support user participation and value creation within Wattpad's ecosystem, which are subsequently associated with platform sustainability and monetization mechanisms in its community-based digital business model. The findings demonstrate that the interaction between creators, content, and readers constitutes an important element in sustaining the digital platform ecosystem.

Keywords: *User Generated Content, User Engagement, Digital Business Model, Wattpad, Trending Stories, NVivo*